C7715-3
5/3/89 A

FEBRUARY
1989

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '89 vs '88	% SHR	
	1989	1988		1989	1988
CHRYSLER	15859	29385	53.97	2.20	3.57
(LeBaron)	6075	12780	47.54	.84	1.55
(New Yorker)	7978	8630	92.44	1.11	1.05
(5th AVE)	1270	7243	17.53	.18	.88
(Imperial)	-	-	-	-	-
DODGE	32038	38239	83.78	4.44	4.63
(Daytona)	4164	5039	82.64	.58	.61
(Shadow)	6228	5781	107.73	.86	.70
(Spirit)	2689	-	-	.37	-
(Dynasty)	9564	4954	193.06	1.33	.60
(Arries)	2893	9936	28.94	.40	1.21
PLYMOUTH	18849	30945	60.91	2.61	3.76
(Horizon)	2593	3440	75.38	.36	.42
(Sundance)	6295	6141	102.51	.87	.75
(Acclaim)	3345	-	-	.46	-
(Reliant)	2859	13527	21.14	.40	1.64
(Laser)	558	-	-	.08	-
EAGLE	5314	4836	109.88	.74	.59
(Premier)	3010	1381	217.96	.42	.17
CHRYSLER MTRS CORP	72060	103408	69.69	9.99	12.55
FORD	118528	123610	95.89	16.42	14.99
(Escort)	28171	28128	100.97	3.93	3.41
(Probe)	8869	-	-	1.23	-
(Mustang)	14874	13206	112.63	2.06	1.60
(Tempo)	18272	22219	82.24	2.53	2.70
(Taurus)	26238	34269	76.56	3.64	4.16
(Crown Victoria)	7305	8904	82.04	1.01	1.08
(Thunderbird)	8517	11120	77.13	1.19	1.35
LINCOLN	14406	13321	108.15	2.00	1.62
MERCURY	33177	37404	88.70	4.59	4.54
(Topaz)	6444	5958	108.16	.89	.72
(Sable)	7858	9633	81.57	1.09	1.17
(Cougar)	7536	8343	90.33	1.04	1.01
(Grand Marquis)	7728	8199	94.01	1.07	1.02
LINC/MERC DIV	49503	51413	96.28	6.86	6.24
FORD MOTOR CO	168011	174321	96.05	23.28	21.23
BUICK	39406	47024	83.80	5.46	5.71
(Skyhawk)	1346	2566	52.46	.19	.31
(Somerset/Skylrk)	4022	4736	84.92	.56	.57
(Century)	11052	9186	120.31	1.53	1.11
(Regal)	6338	9573	72.47	.96	1.17
(Riviera)	1218	665	183.16	.17	.08
(Realta)	456	63	723.81	.06	.01
CADILLAC	20726	19039	108.86	2.87	2.31
(Allante)	203	236	86.02	.03	.03
(Eldorado)	2272	1630	139.39	.31	.19
(Seville)	1769	1525	116.00	.25	.19
CHEVROLET	95119	118356	80.37	13.18	14.36
(Nova)	2882	10955	26.31	.40	1.33
(Celebrity)	17459	20903	83.52	2.42	2.54
(Corsica)	13452	16626	80.91	1.86	2.02
(Beretta)	10881	15603	69.74	1.51	1.89
(Cavalier)	23161	21340	108.28	3.21	2.59
(Camaro)	7611	5805	131.11	1.05	.70
(Corvette)	1209	1693	71.41	.17	.21
(Monte Carlo)	5222	3481	150.07	.72	.42
OLDSMOBILE	48815	50672	96.33	6.70	6.15
(Calais)	6825	7661	89.09	.95	.93
(Cutlass Ciera)	14881	17234	85.99	2.04	2.09
(Cutlass)	10046	5403	185.99	1.39	.66
(Toronado)	651	977	67.25	.09	.12
PONTIAC	51189	57891	88.42	7.03	7.03
(Sunbird)	5851	5905	99.13	.81	.72
(Grand Am)	17846	19347	92.24	2.46	2.35
(6000)	6123	7157	85.55	.85	.87
(Bonneville)	7336	10931	67.11	1.02	1.33
(Firebird)	3494	3786	92.29	.48	.46
(Fiero)	338	2327	14.55	.05	.28
(Grand Prix)	12241	4202	289.15	1.68	.51
GEN MTRS CORP	260767	292998	89.00	36.14	35.56
Misc Domestic	3	6	50.00	-	-
Other Import	220773	252662	87.38	30.59	30.66
U.S. TOTAL	721620	823954	87.58		

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UNITED STATES SUMMARY R 1-89
FEBRUARY 1989 ISSUED 04/89

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '89 VS '88	% IND		YEAR END
	1989	1988		1989	1988	1988
CHRYSLER	35262	52991	66.54	2.39	3.30	283794
(LeBaron)	12890	24598	52.40	.87	1.53	140580
(New Yorker)	18407	14398	127.84	1.25	.90	94722
(5th AVE)	2886	12655	22.81	.20	.79	38843
(Imperial)	-	-	-	-	-	-
DODGE	65871	71181	92.54	4.46	4.42	496330
(Daytona)	7724	9304	77.39	.52	.62	70462
(Shadow)	12225	11479	106.50	.83	.71	89248
(Spirit)	4781	-	-	.32	-	2438
(Dynasty)	18589	7441	249.82	1.25	.46	76822
(Aries)	8525	18682	45.63	.58	1.16	101257
PLYMOUTH	39084	55590	70.31	2.65	3.46	333152
(Horizon)	5766	6474	89.06	.39	.40	59765
(Sundance)	12665	11067	114.44	.87	.69	87308
(Acclaim)	5386	-	-	.36	-	2273
(Reliant)	8102	23673	34.22	.55	1.48	110516
(Laser)	641	-	-	.04	-	-
EAGLE	10670	9582	111.35	.72	.60	61996
(Premier)	5997	2157	276.74	.40	.14	37518
CHRYSLER MTRS CORP	150887	189344	79.69	10.22	11.78	1175282
FORD	246371	239838	102.72	16.69	14.92	1577544
(Escort)	58508	57854	101.13	3.95	3.60	384923
(Probe)	18115	-	-	1.23	-	68106
(Mustang)	23212	24266	120.38	1.98	1.51	169552
(Tempo)	41147	41534	99.07	2.78	2.58	278647
(Taurus)	58871	67060	80.33	3.65	4.17	376315
(Crown Victoria)	15442	17454	88.47	1.05	1.09	113331
(Thunderbird)	17870	21487	83.17	1.21	1.34	118510
LINCOLN	30738	26465	116.15	2.08	1.65	190477
MERCURY	67805	72227	93.88	4.59	4.49	481323
(Topaz)	14258	11076	128.73	.97	.69	85936
(Sable)	16448	18575	88.55	1.11	1.14	118117
(Cougar)	14206	16160	87.91	.96	1.01	102415
(Grand Marquis)	15707	16332	96.17	1.06	1.02	115141
LINC/MERC DIV	102395	100103	102.29	6.93	6.23	684083
FORD MOTOR CO	348766	339941	102.60	23.60	21.15	2261627
BUICK	79651	97533	85.18	5.39	5.82	578531
(Skyhawk)	2922	5246	55.70	.20	.33	26074
(Somerset/Skylrk)	7755	9099	85.01	.52	.57	58029
(Century)	22364	18246	122.57	1.50	1.14	130337
(Regal)	13223	18646	70.92	.90	1.16	123196
(Riviera)	2740	1844	148.59	.19	.11	11287
(Reatta)	913	75	-	.06	-	3893
CADILLAC	42786	37507	114.07	2.90	2.33	259745
(Allante)	591	512	76.17	.03	.03	3191
(Eldorado)	4591	3756	122.23	.30	.23	30763
(Seville)	3913	3576	109.42	.27	.22	22183
CHEVROLET	194634	227406	85.59	13.18	14.15	1469362
(Nova)	5673	15512	36.57	.38	.96	96286
(Celebrity)	36084	40788	88.47	2.44	2.54	252359
(Corsica)	25478	28107	90.65	1.73	1.75	194680
(Beretta)	22335	26409	84.57	1.51	1.64	180153
(Cavalier)	47712	48700	97.97	3.24	3.04	306931
(Camaro)	15607	11755	132.77	1.06	.73	99052
(Corvette)	2364	3412	69.28	.16	.21	22927
(Monte Carlo)	493	7365	6.69	.03	.45	30191
OLDSMOBILE	94697	100025	94.67	6.41	6.22	708313
(Calais)	14138	14335	98.63	.95	.89	104828
(Cutlass Ciera)	29936	33598	89.10	2.02	2.09	235484
(Cutlass)	18570	9708	191.29	1.25	.60	112099
(Toronado)	1312	2057	63.78	.09	.13	15052
PONTIAC	111266	110002	101.15	7.54	6.84	759434
(Sunbird)	11838	11476	103.15	.80	.71	82078
(Grand AM)	34401	34633	99.33	2.35	2.16	226012
(6000)	12304	15592	78.91	.83	.97	96734
(Bonneville)	14209	21665	65.59	.95	1.35	107033
(Firebird)	6969	7753	89.89	.47	.48	57413
(Fiero)	893	4391	20.34	.06	.27	24106
(Grand Prix)	20876	6147	339.61	1.41	.38	97700
GEN MTRS CORP	523062	568475	92.01	35.42	35.36	3775634
Misc. Domestic	12	13	92.31	-	-	156
Other Import	453844	509747	89.03	30.74	31.71	3265164
U.S. TOTAL	1476571	1607520	91.85			10477863

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '89 VS '88	% IND	
	1989		1989	1988		1989	1988
Autocar	2	-	9	144	6.25	-	.02
Chevrolet	93321	24.96	189957	188887	100.57	25.17	24.38
Chrysler	-	-	-	-	-	-	-
Dodge	42811	11.45	85156	87820	96.97	11.28	11.34
Ford	109502	29.31	219275	227309	96.47	29.06	29.35
Freightliner	1951	.52	3830	3758	101.92	.51	.49
G M C	26587	7.11	53169	55349	96.06	7.04	7.14
Hino	171	.05	343	286	119.93	.05	.04
Isuzu	7686	2.06	15629	12242	127.67	2.07	1.58
Iveco	153	.04	325	258	125.97	.04	.03
Jeep	17876	4.78	37561	36507	102.89	4.98	4.71
John Deere	498	.13	958	804	119.15	.13	.10
Kenworth	1340	.36	2945	2114	139.31	.39	.27
Mack/Midliner	1784	.48	3753	3034	123.70	.50	.39
Mercedes Benz	136	.04	314	436	72.02	.04	.06
Mitsubishi	3182	.85	6810	9539	71.39	.90	1.23
Navistar	6936	1.87	12684	12732	99.62	1.68	1.64
Nissan	12580	3.36	26355	28672	91.92	3.49	3.70
Peterbilt	1400	.37	2793	2289	122.02	.37	.30
Plymouth	13737	3.67	27335	26543	102.98	3.62	3.43
Pontiac	-	-	-	-	-	-	-
Scania	11	-	24	25	96.00	-	-
Volvo	86	.02	224	266	84.21	.03	.03
Western Star	110	.03	249	259	96.14	.03	.03
White	14	-	37	980	3.78	-	.13
WHITEGMC	1426	.38	3295	478	689.33	.44	.06
Other Imports	30352	8.11	61332	73534	83.41	8.13	9.49
Miscellaneous Domestic	189	.05	386	452	85.40	.05	.06
U. S. Total	373881		754748	774717	97.42		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Autocar	-	-	-	-	-	-	-	9
Chevrolet	110086	74053	2987	315	36	117	1315	48
Chrysler	-	-	-	-	-	-	-	-
Dodge	66014	19142	-	-	-	-	-	-
Ford	105395	102329	-	3673	-	1193	4590	2095
Freightliner	-	-	-	-	-	-	-	3830
G M C	25578	23456	348	210	869	855	1693	159
Hino	-	-	16	-	60	66	201	-
Isuzu	14584	-	752	81	29	61	117	-
Iveco	-	-	186	85	37	17	-	-
Jeep	37237	324	-	-	-	-	-	-
John Deere	-	1	70	742	145	-	-	-
Kenworth	-	-	-	-	-	-	82	2863
Mack/Midliner	-	-	-	-	-	246	403	3104
Mercedes Benz	-	-	-	-	-	134	180	-
Mitsubishi	5186	-	351	-	100	139	31	-
Navistar	-	-	-	19	23	3454	3690	5498
Nissan	26122	-	51	-	104	29	49	-
Peterbilt	-	-	-	-	-	-	115	2678
Plymouth	27335	-	-	-	-	-	-	-
Pontiac	-	-	-	-	-	-	-	-
Scania	-	-	-	-	-	-	-	24
Volvo	-	-	-	-	-	-	205	19
Western Star	-	-	-	-	-	-	-	249
White	-	-	-	-	-	-	-	37
WHITEGMC	-	-	-	-	-	-	-	3295
Other Imports	61058	274	-	-	-	-	-	-
Miscellaneous Domestic	-	112	-	-	-	-	-	274
Total	479503	219691	4762	5125	1403	7311	12671	24182
1988 Total	511359	212524	4375	2310	1248	9104	14225	19572
1989 vs '88	93.79	103.37	108.85	221.86	112.42	80.31	89.08	123.55

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1988		YEAR TO DATE 1988	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint/Geo Metro	7130	.48	9375	.58
Chevrolet Spectrum	8182	.55	11615	.72
Chrysler Conquest	1018	.07	1340	.08
Dodge Colt DL SW	4847	.33	6839	.43
Dodge Colt Vista SW	1173	.08	1644	.10
Eagle Medallion	1260	.09	4798	.30
Eagle Summit	3408	.23	-	-
Ford Festiva	12205	.83	10183	.63
GM Lotus	28	-	22	-
L-M XR4	621	.04	855	.05
L-M Scorpio	3231	.22	556	.03
Mercury Capri	-	-	-	-
Mercury Tracer	7186	.49	8783	.55
Plymouth Colt DL SW	4450	.30	5986	.37
Plymouth Colt Vista SW	1091	.07	1516	.09
Pontiac LeMans	9112	.62	6838	.43
T/C by Maserati	60	-	-	-
Others			-	-
Total Domestic Sponsored Imports	65012	4.40	70410	4.38
OTHER IMPORTS				
Acura	19697	1.33	18516	1.15
Audi	3022	.20	3716	.23
BMW	11743	.80	11387	.71
Honda	94301	6.39	104086	6.47
Hyundai	31293	2.12	43465	2.70
Mazda	32594	2.21	39776	2.47
Mercedes Benz	10773	.73	12591	.78
Mitsubishi	10207	.69	8916	.55
Nissan	69397	4.70	67493	4.20
Saab	5073	.34	6358	.40
Subaru	22888	1.55	25483	1.59
Toyota	95342	6.46	106988	6.66
Volkswagen	17060	1.16	28427	1.77
Volvo	15611	1.06	12987	.81
Yugo	2213	.15	5424	.34
Others	12618	.85	14118	.88
Total Other Imports	453844	30.74	509747	31.71
GRAND TOTAL ALL IMPORT CARS	518856	35.14	580157	36.09

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	5148	.68	8813	1.14
Dodge RAIDER	1195	.16	1831	.24
Chevrolet GEO TRACKER	1388	.18	-	-
OTHER IMPORTS				
Isuzu	14589	1.93	11437	1.48
Mazda	17107	2.27	15044	2.07
Mitsubishi	6189	.82	3242	1.19
Nissan	26122	3.46	28508	3.68
Subaru	3	-	16	-
Suzuki	5240	.69	11002	1.42
Toyota	37586	4.98	44556	5.75
Volkswagen	621	.08	1354	.17
Others	775	.10	582	.08
Total Other Import Trucks	108232	14.34	122781	15.85
GRAND TOTAL ALL IMPORT TRUCKS	115963	15.36	133431	17.23

UNITED STATES SUMMARY

*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES-CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
(1)1984	10128725	4048998
1985	10888608	4675192
1986	11159842	4801021
(2)1987	10165660	4963888
1988	10477863	5203267

(1) REVISED 10/85
(2) REVISED 11/88

R. L. POLK & CO.

R.1-89

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